Application Serial No. 10/552,956 Reply to office action of July 21, 2009

OCT 2 1 2009

PATENT Docket: CU-4462

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application: Won PARK et al.

Art Unit: 3622

Serial No: 10/552,956

Ex.: Uber, Nathan C.

Filed:

October 14, 2005

For:

A METHOD OF INTRODUCING ADVERTISEMENTS AND PROVIDING THE ADVERTISEMENTS BY USING ACCESS INTENTIONS OF

INTERNET USERS AND A SYSTEM THEREOF

Certification under 37 C.F.R. §1.8(a)

The USPTO Central Fax No. (571) 273-8300 Date of Fax Transmittal: October 21, 2009

I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being transmitted to the United States Patent and Trademark Office to the fax number and on the date indicated above.

> Kathryn Bosch-Rodriguez **AMENDMENT UNDER 37 CFR 1.111**

Mail Stop Amendment

The Commissioner for Patents P.O. Box 1450 Alexandria VA 22313-1450

Sir:

In response to the office action dated July 21, 2009, the applicants submit the following responsive amendment in the above-identified application. This amendment is considered to place the application in better condition for allowance. No fee is believed to be required with this amendment, but, if this is not the case, please charge the requisite fee (or credit any overpayment) to Deposit Account No. 12-0400.

Amendments to the Specification begin on page 2 of this paper.

Amendments to the Claims are reflected in the listing of claims, which begins on page 3 of this paper.

Remarks/Arguments begin on page 16 of this paper.

An Appendix including a substitute specification attached following the last page of this paper.

Page 1 of 1